



# Pfizer and Brenda Strong Encourage Women to Change the Conversation on Sexual Health Post-Menopause

Wednesday, December 10, 2014 - 04:00am

Light-Hearted, Informative Video Refreshes 'The Mother, Daughter Talk'

Nearly one out of every two (45.25%) American women will be menopausal or approaching menopause next year. While most women are aware of menopausal symptoms, such as hot flashes and night sweats, fewer know about a condition that affects one-third of women called postmenopausal vaginal atrophy. Brenda Strong, best known for her roles in "Dallas" and "Desperate Housewives," is partnering with Pfizer, Inc to urge women to have open and honest conversations with their partner and healthcare provider about the changes they are experiencing. This campaign, called "Let's Talk About Change," addresses the need for increased public awareness of this major milestone in a woman's life,<sup>1</sup> and encourages women to think and talk differently about postmenopause and sexual health after 50.

The campaign kicks-off today with a light-hearted video featuring Strong called, "The Other Talk." An important event in a young woman's life is when a mother talks with her teenage daughter about sex. "The Other Talk" expands this coming-of-age tradition to the next generation of women with a focus on the dialogue between mother and daughter about postmenopause.

"It's our hope that 'The Other Talk' video will prompt new dialogue about the symptoms of post-menopause," says Strong. "The video is funny, but has an important message – more women should be talking about these changes and taking action to help find relief. Women should not have to suffer in silence."

Women with postmenopausal vaginal atrophy may experience symptoms that include: vaginal burning, itching and dryness, increased urgency in urination and painful sexual intercourse.<sup>4,5</sup> Let's Talk About Change helps women understand that these changes are a normal part of aging and they should not be uncomfortable or embarrassed discussing their symptoms with their doctor or their partner.<sup>2,3</sup>

"Although postmenopausal vaginal atrophy is not a life-threatening condition, the symptoms can be distressing for many women," says Freda Lewis-Hall, M.D., chief medical officer, Pfizer. "With the average age of menopause at 51 and women living into their 80s, women are living nearly one-third of their lives postmenopausal.<sup>3,5</sup> By keeping a positive attitude, speaking up and taking action to manage symptoms, women can more fully embrace this time in their lives."

Pfizer has been in a leader in transforming the conversation around sexual health by challenging social stigmas related to aging. This campaign builds on our commitment to advance women's sexual health by changing the way we think and talk about postmenopause.

"It's important for women to remember that postmenopausal vaginal atrophy is a treatable, medical condition,<sup>4</sup>" says Dr. Michelle Warren, NAMS certified menopause practitioner and founder and medical director of The Center for Menopause, Hormonal Disorders and Woman's Health. "I urge every woman experiencing these changes to bring up their symptoms to their healthcare professional at the start of their visit."

Now is the time for women to take action and change the conversation about women's sexual health and postmenopause.

To watch and share the video, "The Other Talk," visit: [www.YouTube.com/LetsTalkAboutChange](http://www.YouTube.com/LetsTalkAboutChange). For tips for women to get the conversation started with their doctor and partner as well as more information about postmenopause, visit: [www.LetsTalkAboutChange.com](http://www.LetsTalkAboutChange.com).

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References 1 U.S. Census Bureau, Population Division. Table 2. Projections of the Population by Selected Age Groups and Sex for the United States: 2015 to 2060 (NP2012-T2). <https://www.census.gov/population/projections/data/national/2012/summarytables.html>. Accessed November 7, 2014. 2 Nappi and Kokot-Kierepa (Climacteric 2012) Nappi, R.E. and Kokot-Kierepa, M. Vaginal Health: Insights, Views & Attitudes (VIVA) – results from an international survey. *Climacteric* 2012;15:36–44. 3 NAMS Menopause Guide 2006 The North American Menopause Society. Menopause Guidebook 6th edition. Cleveland, OH: The North American Menopause Society; 2006. 4 Kaunitz Menopause Manag 2001 Kaunitz AM. Sexual pain and genital atrophy: breaking down barriers to recognition and treatment. *Menopause Manag*. 2001;10(6):22-32. 5 CDC Health United States 2011. National Center for Health Statistics. Health, United States, 2011: With Special Feature on Socioeconomic States and Health. 2011.

This press release has an accompanying Smart Marketing Page providing further details about the organization, products and services introduced above. You can access the Smart Marketing Page via the following

link: <https://smp.newshq.businesswire.com/pages/pfizer-and-brenda-strong-encourage-women-change-conversation-sexual-health-post-menopause>.

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